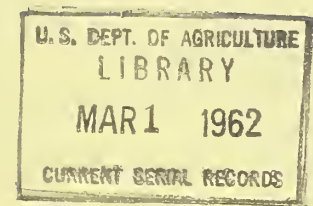


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FOOD PREVIEW



A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U.S. Department of Agriculture
Agricultural Marketing Service

January 25, 1962
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GENERAL REPORT....January 1, 1962: Farmers took full advantage of relatively mild early December days to push the delayed crop harvest toward completion. Snow and cold stopped field work by the end of the month, with winter care of livestock taking most of the farmers' attention. Livestock is reported as holding up well in spite of severe weather in some places. Cold waves reaching into the deep South and Southwest did considerable damage to several fruit and vegetable crops. Heavy snows in the mountain areas brought a promise of more favorable water reserves for the 1962 season.

MEAT.....Red meat production in the first quarter of 1962 is expected to be slightly above year-earlier levels. Prices are likely to average below those of last year.

Beef.....The number of cattle and calves on feed as of January 1, 1962 is about 3 percent above a year ago. Based on marketing intentions of feeders, marketings out of feedlots during the first quarter of 1962 will be about 3 percent larger than the same period of 1961. Fed cattle prices are expected to hold steady but will remain below year earlier levels.

Pork.....Winter marketings should continue a little above last winter's levels with prices expected to increase but to remain below those of a year ago.

Lamb.....A price rise for sheep and lamb (on-the-hoof) is likely in coming months. This prospect stems from the 6 percent decrease from January 1, 1961 to 1962 in sheep and lamb on feed and the prospect for a 1962 lamb crop smaller than 1961--pointing to a limited number for sale.

POULTRY:

Broiler-Frivers..Recent reductions in slaughter and hatchery activity indicates supplies may be near levels of the first few months of 1961 during the next month or so.

Turkeys.....Large slaughter during 1961 left the new year a heritage of record large cold storage holdings--266 million pounds as of January 1. These holdings are likely to keep prices favorable to food shoppers for several months.

Eggs.....Larger production than in 1961 is in prospect for the first half of this year. Most of the increase will stem from gains in egg production per layer. The rest will come from growth in the Nation's laying flock.

DAIRY.....Milk production during 1961 totaled 124.9 billion pounds, 1.6 percent over the 122.9 billion pounds of 1960 and prospects are for further increases in 1962.

VEGETABLES:

- Fresh.....The severe freeze in early January damaged fresh market vegetables in Florida and Texas, with Texas the hardest hit. Forecasts as of January 1 indicated a slightly smaller crop this winter than last, but freeze damage since then will reduce output further. Early January reports indicated celery production to drop 15 percent below 1961 and tomatoes 25 percent. Winter production of broccoli was forecast at 217,000 cwt., 36 percent more than last year and 4 percent above average. Lettuce prospects indicate a 10,198,000 cwt. winter crop--6 percent under last year but 10 percent above average.
- Processed.....Frozen stocks as of January 1 totaled 1.2 billion pounds--a new high for the date. This represented 21 percent more stocks than a year earlier and 35 percent over the 1957-61 average for the date.
- Potatoes.....Winter production is expected to be 16 percent smaller than last year and 4 percent below average. Growers in the late spring producing states indicate intentions to plant an acreage for 1962 that is 16 percent below last year and 29 percent less than the 1951-60 average.

FRUIT:

- Oranges.....The 1961-62 crop is forecast as of January 1 at 127 million boxes, 9 percent larger than last year and 2 percent above average.
- Grapefruit.....Prospects as of January 1 were for a 1961-62 crop of 46.6 million boxes, 8 percent larger than last year and average. The above figures for oranges and grapefruit do not allow for losses due to freezes in late December and early January, especially in Texas.
- Lemons.....The crop for 1961-62 is forecast at 17.4 million boxes, 23 percent larger than last year and 16 percent less than the 1950-59 average.
- Frozen.....Supplies were reduced 33 million pounds during December to 531 million pounds on January 1, but still represent the largest frozen fruit inventory for the date. On January 1 last year, 483 million pounds were stored, and 477 million pounds is an average figure for the date.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

- Potato Industry Promotion February 1 - 28
- Red Cherry Industry Promotion February 1 - 28
- March Egg Month March 1 - 31
- National Peanut Week. March 4 - 10
- It's Fish 'n Seafood Time March 7 - April 22
- Scallop Winners for Lenten Dinners. March 1 - 31
- Good Breakfast Month. March 1 - 31